Designing for Democracy

How to redesign your county voter information guide without going insane!

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Do not despair, CCD is there!

- Whitney, Nancy, and Drew have built a great foundation:
  - Templates
  - Colors
  - Instructions
  - Advice
  - Assistance
  - Partnership with LWV
- You can start small – covers, measure pages, instruction pages

Before and after cover

Before and after measure

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

LAKESIDE JOINT SCHOOL DISTRICT

A Shall 17 parcels located on Marty Road and Jensen Springs Road be transferred from the Lakeside Joint Union School District ("Lakeside") into the Loma Prieta Joint Union School District (LPJUSD); transferring the designated attendance for elementary education (K-8) and the associated property tax revenue; relieving, then reapportioning the parcels' G.O. Bond obligations to remaining Lakeside parcels; relieving the $311 annual Lakeside parcel tax; and requiring an assessment of $150 annually for the LPJUSD parcel tax?

FULL TEXT OF BALLOT MEASURE A

Shall 17 parcels located on Marty Road and Jensen Springs Road be transferred from the Lakeside Joint Union School District ("Lakeside") into the Loma Prieta Joint Union School District (LPJUSD); transferring the designated attendance for elementary education (K-8) and the associated property tax revenue; relieving, then reapportioning the parcels' G.O. Bond obligations to remaining Lakeside parcels; relieving the $311 annual Lakeside parcel tax; and requiring an assessment of $150 annually for the LPJUSD parcel tax?

Effected parcels: 9108104, 9108107, 9108109, 9108118, 9108121, 9108136, 9108137, 9108138, 9108140, 9108142, 9108143, 9108144, 9108145, 9120102, 9120103, 9120104, and 9120105 located in the County of Santa Cruz, CA

IMPARTIAL ANALYSIS BY COUNTY COUNSEL MEASURE A

If this measure is approved by a majority of persons voting upon it, seventeen parcels of real property will be transferred from the Lakeside Joint Union School District to the Loma Prieta Joint Union School District.

All registered voters of the Lakeside Joint Union School District (located partially in Santa Cruz County and partially in Santa Clara County) are eligible to vote on the question, although the properties subject to the transfer are located entirely within Santa Cruz County (on Marty Road and Jensen Spring Road). This is in accordance with a State law that provides that where an affected school district (in this case, Lakeside) opposes such a transfer and has an average daily attendance under a specified number, the election shall be held in the entire territory of the district opposing the transfer.

This measure provides that if the transfer of the parcels is approved, those properties will no longer be obligated to pay the parcel tax previously approved for the Lakeside Joint Union School District, or its general obligation bonds, but will instead pay a previously approved Loma Prieta Joint Union School District parcel tax. The bond obligations of those seventeen parcels will be reapportioned to the remaining Lakeside parcels.

A "yes" vote is to approve transfer of the seventeen parcels from Lakeside Joint Union School District and into Loma Prieta Joint Union School District.

A "no" vote is to oppose transfer of the parcels.

DANA McRAE, COUNTY COUNSEL
By Jane M. Scott, Assistant County Counsel

NO ARGUMENT IN FAVOR OF MEASURE A WAS FILED.

ARGUMENT AGAINST MEASURE A

Lakeside needs your help. For 132 years, Lakeside has been educating our children and is currently one of the top-ranked districts in the state. This is true even though the state has been reducing funding for the last several years, requiring many careful cuts. If this measure were to pass, it would transfer students and funding away from Lakeside, making it evermore challenging to continue our tradition of excellence. Here are three reasons to vote "No":

First, this would push the majority of children in the proposed territory transfer area away from their school of choice, just to accommodate one student who wishes to attend another school. There is a simpler process called "inter-district transfer" that allows children to attend their preferred school without negatively impacting other families or their school of residence. The chief petitioners of this territory transfer, who are also the parents of this child, have never initiated an inter-district request.

Second, families in the territory transfer area are not unanimous in agreeing with this proposal. We should support all families in our school district (including those who live in the territory transfer area and don't want their children to be forced out of Lakeside) instead of following the desires of a few who want to rewrite the boundary to suit themselves.

Third, school funding is tied to parcels within our district. If these parcels were to transfer out, the resulting funding reductions will impact every student in the district. Further cuts will have to be made, and with few paths remaining we may have to reduce the teaching staff. This would negatively impact the education of all students in the district, with larger classes and more combined grades.

Help us insure the lasting success of Lakeside. Vote "No" on Measure A.

s/ Steve Cox
   Governing Board Member, Lakeside Joint School District

s/ Bryan Loomas
   Governing Board Member, Lakeside Joint School District

s/ Theresa Bond
   Governing Board Member, Lakeside Joint School District

s/ Les Niles
   Governing Board Member, Lakeside Joint School District

s/ Linda Kelley
   Governing Board Member, Lakeside Joint School District

Q **Cabrillo Community College bond measure**

Ballot question

CABRILLO COLLEGE TECHNOLOGY, JOB TRAINING, CLASSROOM REPAIR MEASURE. To repair/upgrade classrooms to better prepare students, veterans, workers for good jobs/university transfer by upgrading aging classrooms, technology/science labs, repairing outdated, deteriorating wiring, sewer lines, improving campus safety, handicapped accessibility, increasing water conservation/energy efficiency, and acquiring, constructing, repairing sites/facilities/equipment, shall Cabrillo Community College District issue $310,000,000 in bonds at legal rates, no funding administrators' salaries/pensions, requiring independent audits, and all funds used locally?

Pregunta de boleta

INICIATIVA DE LEY PARA TECNOLOGÍA, CAPACITACIÓN LABORAL, REPARACIÓN DE AULAS DEL COLEGIO CABRILLO. A fin de reparar/actualizar las aulas para preparar mejor a los estudiantes, veteranos, trabajadores para buenos empleos/transferencia universitaria al actualizar las aulas obsoletas, laboratorios de tecnología/ciencias, reparar el cableado obsoleto, deteriorado, líneas de alcantarillas, mejorar la seguridad del campus, accesibilidad para personas con discapacidades, aumentar la conservación del agua/ahorro de energía, y adquirir, construir, reparar sitios/establecimientos/equipamiento, ¿debe el Distrito de Colegios Comunitarios de Cabrillo emitir $310,000,000 en bonos a tasas legales, sin financiar salarios/pensiones de administradores, exigir auditorías independientes, y que todos los fondos se usen localmente?

What your vote means

YES	NO
A "Yes" vote is a vote to authorize the bonds to be issued and financed by ad valorem taxes levied on real property in the School District.	A "No" vote is a vote against issuing the proposed bonds.

For and against Measure Q

FOR	AGAINST
Michael Watkins Santa Cruz County Superintendent of Schools	**Dr. Ray Kaupp** Responsible Educators Against Measure Q
Robin McFarland President, Cabrillo College Faculty Senate	
Blaine Brokaw Past Member, Cabrillo College Bond Oversight Committee	
George Ow, Jr. Ow Family Properties	
Ricardo Espinoza Military Veteran, Cabrillo Student	

New table of contents

What's in this guide?
¿Que hay en esta guía?

First few pages of English instructions

Section of instructions in Spanish

Final section with information on candidates, measures, Sample Ballot
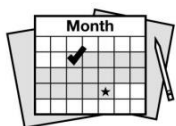
Great graphics get attention!

3 ways to vote

Vote by mail

Request a vote-by-mail ballot by **November 1.**

Return it by mail, deliver it to the Registrar of Voters office, or drop it off at any polling place on Election Day.

Vote-by-mail ballots must be postmarked or delivered to a polling place by **November 8**
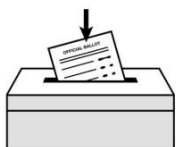
For more details, see **page 3.**

Vote early in person

You may vote early at two locations
October 11 - November 8

701 Ocean St., Room 210, Santa Cruz
Monday – Friday 8am to 5pm

Watsonville City Clerk's Office
275 Main St., 4th Floor (6th floor of the parking garage)
Monday – Friday, 8am to 5pm

Both locations will also be open
Saturday and Sunday, November 5 & 6, 9am to 5pm

Vote at the polls in person

Polls are open on Election Day:
November 8, from 7am to 8pm

The location of your polling place is printed on the back cover of this guide.

Or, you can look up your polling place:

- On the web: **www.votescount.com**
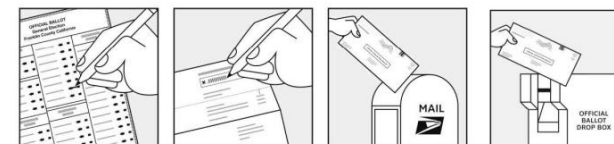- Call the County Clerk's office at 831-454-2060

For more details, see **page 4 and 5.**

How to vote by mail

You can vote by mail before Election Day

To vote by mail, you have to request a ballot. Then you can mark the ballot and send it back or drop it off at any polling place. You can vote by mail for this election only, or for all future elections.

How to get your vote-by-mail ballot

You must request a vote-by-mail ballot by November 1.

You can:

- Request a ballot at **www.votescount.com**
- Use the application on the back of this booklet, and mail it or FAX it to 831-454-2445.
- Call 831-454-2060.

After you apply to vote by mail, you will receive your ballot within ten business days.

Overseas voters, military personnel and their dependents can get a vote-by-mail ballot by asking your commanding officer, or go to: **www.votescount.com**

How to return your vote-by-mail ballot

Mark your ballot. Then follow the instructions on the official envelope to sign and seal your ballot. You can:

- Mail your ballot, so that it is postmarked by Election Day, November 8.
- Hand deliver your ballot to the Santa Cruz County Clerk Elections or the Capitola, Santa Cruz, Scotts Valley or Watsonville City Clerk.
- Drop it off at one of the 24/7 drop boxes located at:
  - 701 Ocean Street, Santa Cruz, in front of the county building.
  - 212 Church Street, Santa Cruz, public parking lot
  - 1 Civic Center Drive, Scotts Valley City Hall parking lot
  - 420 Capitola Avenue, Capitola City Hall parking lot
  - 316 Rodriguez Street, Watsonville public parking lot 14
- Drop off your ballot on Election Day at any polling place in Santa Cruz County.

"How to" pages with images

How to vote with a paper ballot

At the polling place, you can choose to vote on a paper or touch screen ballot.

Mark your ballot

Draw a single line to connect the head and tail of the arrow that points to your choice.

Use only a blue or black ballpoint ink pen. Do not use red ink pens, Sharpies, markers or any other type of pen.

Do not sign your name on your ballot, write your initials, or write any other words or marks on your voted ballot.
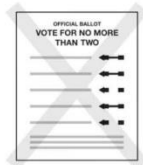
To vote for a qualified write-in candidate, write their name on the blank line at the end of the list of candidates. Then connect the arrow pointing to that name.

A list of qualified write-in candidates is available at the polling place on Election Day. The list is posted on our website at www.elections.ca.us 13 days before the election

Check your ballot carefully

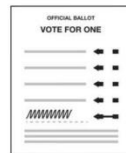If you make a mistake as a poll worker for a get a new ballot or follow the instructions in your ballot packet.

OFFICIAL BALLOT VOTE FOR NO MORE THAN TWO
Don't vote for too many

OFFICIAL BALLOT VOTE FOR ONE
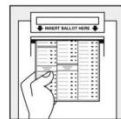Vote for the number allowed.

OFFICIAL BALLOT VOTE FOR ONE
Always connect the arrow, even on a write-in vote.

Cast your ballot at the scanner

After you have marked your ballot, take it to the scanner and insert your ballot.

If you made a mistake, such as voting for too many candidates, the scanner will eject your ballot so you can correct it.

How to vote with an electronic ballot

At the polling place, you can choose to vote on a touch screen or paper ballot. With touch screen voting, all voters – including those with disabilities – can vote privately and independently.

1. Tell the poll worker you want to use the touch screen
- The poll worker will give you a ticket.
- Take it to the touch screen area.
- When it's your turn, a poll worker will activate the screen so you can vote.

2. Mark your ballot
- Touch the box next to your choice. A green check mark will appear.
- To change your vote, touch that choice again. The green check mark will disappear.
- To vote for a write-in candidate, touch the box that says WRITE-IN. A keyboard will pop up. Type the write-in candidate's name, then touch OK.

3. Review your votes
- Touch the screen to print and review a paper record of your votes.
- If you want to make changes, you can start again.

4. Cast your vote
- Touch the screen to cast your ballot.
- Protect your vote. Do not leave the voting system until you see the green "Thank you" screen that says your vote has been recorded.

Getting better all the time!

- Sample ballot vs. practice ballot
- Layout sample ballot pages across two pages horizontally
- Building books from cover to cover
- Online accessibility
- Headers and footers are like teenagers
- Don't run out of wine at home!

Make sure you check it twice!

One phone call giving us praise!!

"I am giving feedback on your Sample Ballot and Voter Information Guide, it looks gorgeous! Good layout… fonts easier to read… no serifs…nice work!"